

IN THE CLAIMS

Please amend claims 194, 243, 252, 268-270, 277-284, 286-287, and 289 as follows:

194. (CURRENTLY AMENDED) A system as defined in claim 179  
5 wherein said "information superhighway" data link comprises  
a radio frequency ("RF") cellular network.

243. (CURRENTLY AMENDED) A system as defined in claim 242  
wherein said service includes displaying promotional  
10 programming material on said display unit ~~of said user~~.

252. (CURRENTLY AMENDED) A system as defined in claim 242  
wherein said service includes establishing a communication  
link enabling a user to forward a information about said  
15 photographs to others.

268. (CURRENTLY AMENDED) A system as defined in claim 163  
wherein said feature recognition unit is selected from a  
group consisting of a hand-held unit, a scanner, a bar code  
20 scanner, an optical code reader, an optical reader, a  
personal camera, a personal computer reader, a digital  
camera, a digital mouse and an optical mouse.

269. (CURRENTLY AMENDED) A system as defined in claim 268 wherein said feature recognition unit is linked to a personal computer.

5 270. (CURRENTLY AMENDED) A system as defined in claim 268 wherein said feature recognition unit is linked to a wireless interface.

277. (CURRENTLY AMENDED) A system as defined in claim 268  
10 wherein said feature recognition unit is linked to a personal digital assistant.

278. (CURRENTLY AMENDED) A system as defined in claim 268 wherein said feature recognition unit is linked to an  
15 Internet appliance.

279. (CURRENTLY AMENDED) A system as defined in claim 268 wherein said feature recognition unit is linked to a television set.

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280. (CURRENTLY AMENDED) A system as defined in claim 268 wherein said feature recognition unit comprises a portion of a cellular telephone.

281. (CURRENTLY AMENDED) A system as defined in claim 268 wherein said feature recognition unit comprises a portion of a personal digital assistant.

5 282. (CURRENTLY AMENDED) A system as defined in claim 268 wherein said feature recognition unit comprises a portion of a remote control unit.

283. (CURRENTLY AMENDED) A system as defined in claim 268  
10 wherein said feature recognition unit comprises a portion of a handwriting implement.

284. (CURRENTLY AMENDED) A method of providing a user access to programming material, comprising the steps of:  
15       imprinting a machine recognizable feature within a photograph;  
          scanning said machine recognizable feature of said photograph; and  
          transmitting data associated with said machine  
20       recognizable feature via a communication link to access said programming material, wherein said programming material is related to said photograph.

286. (CURRENTLY AMENDED) The method of claim 284 wherein  
said machine recognizable feature is selected from a group  
consisting of bar code, universal product code, invisible  
bar code, magnetic code, printed character, symbol, ~~icon,~~  
5 invisible indicia, two-dimensional figure, icon, invisible  
icon, watermark, invisible watermark, ~~digital watermark,~~  
series of alphanumeric characters, binary code, digital  
watermark, magnetic strip, code, analog pattern, and  
hieroglyphic character.

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287. (CURRENTLY AMENDED) A method of providing a user access to supplemental programming material associated with a photograph, comprising the steps of:

~~im~~printing a machine recognizable feature within said

5            photograph wherein, said machine recognizable feature has associated therewith a command sequence for accessing programming material;

scanning said machine recognizable feature within said

photograph and downloading data indicative of

10           said machine recognizable feature via the Internet to a remote server;

accessing programming material from said remote server; and

transmitting said programming material to said user

15           allowing said user to perceive said programming material in a humanly perceivable form, wherein said programming material is related to said photograph.

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289. (CURRENTLY AMENDED) The method of claim 287 wherein  
said machine recognizable feature is selected from a group  
consisting of a bar code, a universal product code,  
invisible bar code, magnetic code, printed character,  
5 symbol, ~~icon~~, invisible indicia, two-dimensional figure,  
icon, invisible icon, watermark, invisible watermark,  
digital watermark, series of alphanumeric characters,  
binary code, ~~digital watermark~~, magnetic strip, code,  
analog pattern, and hieroglyphic character.--